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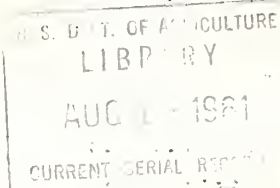


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Production of  
ICE CREAM  
and  
RELATED FROZEN PRODUCTS  
MARCH 1961

U.S. DEPARTMENT OF AGRICULTURE  
Statistical Reporting Service  
Crop Reporting Board  
Released April 21, 1961  
1300-A New P.O. Bldg., Chicago 7, Ill.

ICE CREAM PRODUCTION



Production of ice cream in the United States during March was estimated at 58,215,000 gallons, the Crop Reporting Board reports. This was 8 percent above the previous record for the month reached in March 1960. Compared with the 1955-59 average for March, output was 17 percent greater. Production rose 27 percent seasonally from February, compared with 14 percent in 1960 and an average of 19 percent in the 1955-59 period. Seasonal advances occurred in all regions of the country. Temperatures during March averaged above normal in most of the country except a portion of the three Pacific Coast states and the New England states.

Compared with March last year, increases in all regions ranged from 1 percent in the Pacific States to 13 percent in the West North Central. Production was 4 percent more both in the North Atlantic Region and the Mountain. Output was 12 percent larger in the East North Central Region. Other increases were 9 percent in the South Central States and 11 percent in the South Atlantic. In the three most important-producing states, output was up 3 percent in New York and 4 percent in Pennsylvania, but was only fractionally more in California. Production was less in Wisconsin, the District of Columbia, West Virginia, and lesser-producing states of the North Atlantic and the Mountain Regions, while it was unchanged in Washington. All other states showed increases.

Compared with the 5-year average for March, production was larger in all regions. Output was 15 percent more in the North Atlantic States; where it was 9 percent larger in Pennsylvania and 21 percent greater in New York. Production was up 19 percent in the South Atlantic States, and 9 percent in the South Central. Gains of 21 percent were shown both in the East North Central Region and the Mountain. Production was 18 percent larger in the West North Central Region and 20 percent greater in the Pacific. California showed an 18-percent gain. Output was above the average in all states except Kansas, West Virginia, and the lesser-producing South Central States.

PRODUCTION OF ICE CREAM, UNITED STATES, 1961

MONTH	1955-59	1959 1/	ESTIMATED		CHANGE FROM:	
	Average 1/		1960	1961	1955-59 Av.	1960
			Thousand Gallons		Percent	
January .....	40,897	42,611	44,230	44,310	+ 8	0
February .....	41,651	44,366	47,295	45,735	+ 10	- 3
March .....	49,675	53,165	54,040	58,215	+ 17	+ 8
THREE MONTH TOTAL	132,223	140,142	145,565	148,260	+ 12	+ 2

1/From enumerations.

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## PRODUCTION OF ICE CREAM: MARCH 1961

STATE AND GEOGRAPHIC DIVISION	5-YEAR MARCH AVERAGE 1955-59 1/	MARCH			PERCENT CHANGE IN MARCH 1961 PRODUCTION FROM:	
		1959 1/	ESTIMATED		5-YEAR AVERAGE	MAR. 1960
			1960	1961		
		Thousand Gallons			Percent	
Massachusetts .....	1,843	2,069	2,130	2,290	+ 24	+ 8
Connecticut .....	647	586	660	680	+ 5	+ 3
New York .....	5,067	5,436	5,920	6,120	+ 21	+ 3
New Jersey .....	1,301	1,477	1,400	1,520	+ 17	+ 9
Pennsylvania .....	5,431	5,504	5,680	5,910	+ 9	+ 4
Other N.A. States ....	735	774	790	780	+ 6	- 1
NO. ATLANTIC STATES	15,024	15,846	16,580	17,300	+ 15	+ 4
Ohio .....	3,182	3,369	3,400	3,650	+ 15	+ 7
Indiana .....	1,786	1,993	1,840	2,290	+ 28	+ 24
Illinois .....	2,515	2,661	2,850	3,180	+ 26	+ 12
Michigan .....	2,287	2,385	2,450	2,880	+ 26	+ 18
Wisconsin .....	1,541	1,625	1,660	1,650	+ 7	- 1
E. N. CENTRAL STATES	11,311	12,033	12,200	13,650	+ 21	+ 12
Minnesota .....	1,268	1,384	1,430	1,540	+ 21	+ 8
Iowa .....	984	1,031	970	1,150	+ 17	+ 19
Missouri .....	1,303	1,255	1,140	1,390	+ 7	+ 22
N. & S. Dakota .....	324	387	380	405	+ 25	+ 7
Nebraska .....	563	691	810	870	+ 55	+ 7
Kansas .....	497	498	450	480	- 3	+ 7
WEST NO. CENT. STATES	4,939	5,246	5,180	5,835	+ 18	+ 13
District of Columbia .	503	591	700	600	+ 19	- 14
Maryland .....	940	1,040	1,020	1,150	+ 22	+ 13
Virginia .....	837	873	855	1,010	+ 21	+ 18
West Virginia .....	428	461	370	300	- 30	- 19
North Carolina .....	1,058	1,109	965	1,240	+ 17	+ 28
Georgia .....	588	637	620	630	+ 7	+ 2
Florida .....	1,487	1,605	1,670	1,820	+ 22	+ 9
Other S.A. States ....	433	563	495	700	+ 62	+ 41
SO. ATLANTIC STATES	6,274	6,879	6,695	7,450	+ 19	+ 11
Tennessee .....	1,101	1,184	1,190	1,230	+ 12	+ 3
Alabama .....	670	626	700	720	+ 7	+ 3
Louisiana .....	685	680	680	690	+ 1	+ 1
Oklahoma .....	408	467	440	480	+ 18	+ 9
Texas .....	1,508	1,491	1,450	1,710	+ 13	+ 18
Other S.C. States ....	860	874	755	850	- 1	+ 13
SO. CENTRAL STATES	5,232	5,322	5,215	5,680	+ 9	+ 9
Colorado .....	498	561	620	700	+ 41	+ 13
Other Mt. States .....	1,149	1,228	1,310	1,300	+ 13	- 1
MOUNTAIN STATES	1,647	1,789	1,930	2,000	+ 21	+ 4
Washington .....	816	960	1,120	1,120	+ 37	0
Oregon .....	432	454	440	480	+ 11	+ 9
California .....	4,000	4,636	4,680	4,700	+ 18	0
PACIFIC STATES	5,248	6,050	6,240	6,300	+ 20	+ 1
UNITED STATES	49,675	53,165	54,040	58,215	+ 17	+ 8

1/From enumerations.



ICE MILK PRODUCTION

U.S. Production of ice milk totaled 9,870,000 gallons during March. This was 9 percent more than the March 1960 output and 37 percent greater than the 1955-59 average for the month. Production advanced 40 percent between February and March this year, compared with 31 percent last year, when February had 29 days. The average increase between February and March in the 1955-59 period was 46 percent. Sharp seasonal increases occurred in all areas of the country.

Output the first three months of this year was 6 percent larger than in the first quarter of 1960 and 41 percent greater than the 5-year average for this period.

Compared with March last year, ice milk production was unchanged in the West, while it was moderately higher in the North Atlantic Region. Substantial gains were recorded in the remaining areas of the country.

PRODUCTION OF ICE MILK, UNITED STATES, 1961

MONTH	1955-59 Average 1/	1959 1/	ESTIMATED		CHANGE FROM:	
			1960	1961	1955-59 Av.	1960
			Thousand Gallons		Percent	
January .....	4,637	5,542	6,255	6,700	+ 44	+ 7
February .....	4,958	6,129	6,910	7,060	+ 42	+ 2
March .....	7,221	8,926	9,030	9,870	+ 37	+ 9
THREE MONTH TOTAL	16,816	20,597	22,195	23,630	+ 41	+ 6

1/From enumerations.

SHERBET PRODUCTION

Sherbet production in the United States during March was estimated at 2,905,000 gallons - 8 percent above March a year earlier and 21 percent above the 5-year average for the month. Cumulative production the first quarter this year was 6 percent more than the first three months in 1960 and 23 percent greater than the 1955-59 average for the period.

Output advanced 39 percent from February to March this year. The seasonal gain was 29 percent between these months in 1960, and 43 percent on the average in the 1955-59 period. Seasonal gains occurred in all regions.

Changes in sherbet production from a year ago were mixed. Output was off slightly in the West North Central Region and the West. Production gained moderately in the North Atlantic and the South Central Regions, and increased sharply in the East North Central and the South Atlantic.

PRODUCTION OF SHERBET, UNITED STATES, 1961

MONTH	1955-59 Average 1/	1959 1/	ESTIMATED		CHANGE FROM:	
			1960	1961	1955-59 Av.	1960
			Thousand Gallons		Percent	
January .....	1,596	1,696	1,840	1,995	+ 25	+ 8
February .....	1,670	1,853	2,090	2,090	+ 25	0
March .....	2,396	2,621	2,690	2,905	+ 21	+ 8
THREE MONTH TOTAL	5,662	6,170	6,620	6,990	+ 23	+ 6

1/From enumerations.

"MELLORINE-TYPE" FROZEN DESSERTS PRODUCTION

Production of Mellorine and other frozen desserts made with fats and oils other than milkfat in the United States in March was estimated at 4,040,000 gallons, the Crop Reporting Board reports. This was 19 percent more than in March 1960 and 44 percent greater than the 1955-59 average for the month. Output the first three months of this year totaled 10,145,000 gallons: up 14 percent from the first quarter of last year and 45 percent from the 5-year average for the period.

Compared with March a year ago, increases were shown in all important Mellorine-producing states except Illinois, which had a decrease. Increases were sharp in Texas, Louisiana, Arkansas, Alabama, South Carolina, Arizona, and Oregon.

Mellorine production increased 26 percent from February to March this year, compared with 16 percent between these months in 1960, and 28 percent on the average in the period 1955-59. Production decreased seasonally in South Carolina, while it held steady in Arizona. Gains were sharp in all other important-producing states except Illinois, Montana, and Oregon.

PRODUCTION OF "MELLORINE-TYPE" FROZEN DESSERTS, UNITED STATES, 1961

MONTH	1955-59 Average 1/	1959 1/	ESTIMATED		CHANGE FROM:	
			1960	1961	1955-59 Av.	1960
		Thousand Gallons			Percent	
January .....	2,016	2,273	2,595	2,900	+ 44	+ 12
February .....	2,192	2,464	2,920	3,205	+ 46	+ 10
March .....	2,810	3,360	3,400	4,040	+ 44	+ 19
THREE MONTH TOTAL	7,018	8,097	8,915	10,145	+ 45	+ 14

1/From enumerations.

WATER ICE PRODUCTION

Production of water ices during March was estimated at 2,045,000 gallons: 12 percent more than in March 1960 and 19 percent greater than the 1955-59 average for the month. The January-March total of 3,785,000 gallons was up 9 percent from the first quarter of last year and 21 percent from the 1955-59 average for this period. The gain from February to March was 98 percent this year, compared with 94 percent last year and 121 percent between the 1955-59 averages of these months. Sharp seasonal advances occurred in all regions of the country.

Compared with March 1960, production was less in the North Atlantic and the West North Central Regions. Increases occurred in all the other regions.

PRODUCTION OF WATER ICES, UNITED STATES, 1961

MONTH	1955-59 Average 1/	1959 1/	ESTIMATED		CHANGE FROM:	
			1960	1961	1955-59 Av.	1960
		Thousand Gallons			Percent	
January .....	636	735	705	705	+ 11	0
February .....	774	923	945	1,035	+ 34	+ 10
March .....	1,712	1,992	1,830	2,045	+ 19	+ 12
THREE MONTH TOTAL	3,122	3,650	3,480	3,785	+ 21	+ 9

1/From enumerations.